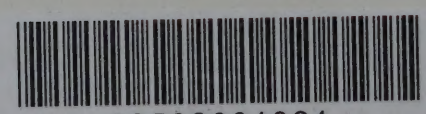
HAPPY MOTHERHOOD
MADE BY THE MANUFACTURERS OF THE
Cow & Gate
Milk Food
CELEBRATED COW & GATE MILK FOODS

What is Cow & Gate Milk Food?

Cow & Gate Milk Food is prepared from milk powder derived from the very finest selected cow's milk treated and concentrated by a special and scientific process. The special Cow & Gate process renders the milk entirely safe, digestible, and assimilable. Thus, what is undoubtedly by composition Nature's finest and most complete food is presented to baby in a safe and suitable form, and this without loss of its high nutritive and body-building properties. Research in the manufacture of Cow & Gate Foods never ceases. Every day the tin of Cow & Gate you can buy in every country in the world represents the greatest skill and care that modern science has made available. The measures taken to ensure that a Baby Food, such as Cow & Gate, is of absolute perfection would amaze the public if they could be personally shown the methods we employ—the cost of research in wonderfully equipped laboratories—the cost of precautionary methods and control at every stage of manufacture and packing—would seem all the more surprising if they could be made known generally.

What are the Results?

Of the consistently successful results obtained by the use of this food it is impossible to speak at length in this brief pamphlet. Most of the Royal Babies of this generation have been reared on Cow & Gate. Day after day from all parts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of the world grateful parents write describing what Cow & Gate has done for their babies. When all other foods have failed, Cow & Gate has been tried with immediate satisfactory results. Vomiting has ceased, weight has been gained instead of lost, sleeplessness conquered and worry and anxiety superseded by relief and cheerfulness. There are many files of *written* testimonials available for inspection at Guildford, but Mothers should have no difficulty in inspecting the *living* testimonials which with little or no enquiry can be found in their midst.

Cow & Gate babies all over the world are synonymous with Health and Happiness, and their Mothers are always willing exhibitors of their charming little offspring and eager advocates of the food to which they owe so much. It is indeed *to the enthusiastic and constant recommendation of the Mothers of these children, more, perhaps, than to any other factor, that we owe the continual increase and expansion of our business both at home and abroad.*

The food is thus marketed and presented with the sanction and approval of the Medical and Nursing professions, with the gratuitous and constant recommendation of the Mothers, and with the obvious though often unspoken approval of the babies themselves! Anything the Manufacturers themselves may say is of secondary importance to such testimony.

It will, however, be a matter of general interest briefly to enumerate, under the following eight headings, the principal characteristics which distinguish Cow & Gate Milk Food:—

Powder Please!

" —yes, puff me all over, Mummy, with that lovely Cow & Gate powder ! "

Baby loves the new Cow & Gate Baby Powder in its charming blue and white tin with the jolly little 'Smiler' picture. And why not — **it was made specially for him !** Soft — silky—deliciously perfumed—it soothes and comforts him like nothing else. That's why he hurries over his evening bath, and almost before he's dry comes the brisk command— **POWDER PLEASE, MUMMY!**

COW & GATE

Baby Powder

FOR COMFORT & CONTENTMENT

4731

1 **ORIGIN** The finest selected Cow's Milk.

2 **MANUFACTURE** The Milk Powder which forms the base of Cow & Gate Milk Food is manufactured in modern factories. It is untouched by hand throughout, and an absolutely **safe, pure** and **complete** Milk Food is produced.

3 **CONSISTENCY** An absolutely **standardised** Food, containing **at all times** the same fixed and proper percentage of Fat, and not subject to the variations and irregularities of liquid milk and other foods. Cow & Gate is also fortified by the addition of Vitamin D and iron.

4 **DIGESTIBILITY** Cow & Gate Milk Food is particularly digestible, forming a soft, light curd which is completely assimilated, and practically indistinguishable from that of breast milk.

5 **PREPARATION** The easiest of all foods to prepare, Simply add the prescribed quantity of hot boiled water.

6 **PRESERVATION** For the protection of consumers each tin of Cow & Gate is legibly marked on the base with an expiry date.

7 **RECOMMENDATION** Cow & Gate has the constant and remarkable testimony of actual users, coupled with the strongest Medical and Professional support.

It is the Food of fourteen royal babies!

8 **COST** If Cow & Gate is more costly than other substitutes for natural feeding, it is because in dealing with a baby's life no risk can be taken for the sake of cheapness.

Last, but not Least

"Babies Love It"

HINTS

on feeding baby

The following hints will be of assistance, but it is impossible within the limits of this booklet to do more than give brief advice and suggestions. In cases of serious difficulty a Doctor should of course be consulted; but Mothers, whether users of Cow & Gate Milk Food or not, are cordially invited to communicate direct upon minor questions with the Matron, Cow & Gate Motherhood Bureau, Guildford, England.

The Cow & Gate Baby Book, **"Motherhood,"** is a most valuable manual for Mothers in all matters connected with pregnancy, birth and nutrition. Post free 1/-.

CLEANING BOTTLES Feeding Bottles should be washed with *cold* water immediately after use, then boiled and left in the boiled water until the next meal. Teats should be washed once daily in water brought to the boiling point. After every meal, however, they should be rubbed with salt, rinsed in cold boiled water, and placed upright under an inverted cup or air-tight jar.

TIMES OF FEEDING Times of feeding as given in the Cow & Gate schedule on the tin should be adhered to. Baby must be awakened during the daytime at the proper hour, but during the night no feed should need to be given unless the child is under 6 pounds in weight.

MIXING THE FOOD Place the correct number of measures of Cow & Gate in a standard pint measure or a cup. Mix to a smooth thick cream with a little of the hot boiled water, then add the remainder of the water, stirring well. Never use tablespoons or dessertspoons. They give an inaccurate measure. Use a measure graduated in ounces.

Cereal Time with CEREX

The time to introduce cereal to baby's diet is at about 5 to 6 months. CEREX is a combination of cereals fortified by the addition of minerals and Vitamin D in stated amounts.

A daily addition of CEREX makes an important contribution to baby's well-being. It is a standardised Cow & Gate product.

Babies love it and mothers like it because it supplies good nutrition at low cost and needs no cooking.

A free trial sample of CEREX, with diet chart, is available on application to Dept. H.M.

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4842

HINTS — on feeding Baby

TEMPERATURE OF FOOD When ready for use the food should be at bloodheat (i.e., about 98 degrees Fahrenheit). Shake the bottle at intervals whilst feeding, and if baby is slow in taking the food keep the bottle warm with a flannel bag with holes for teat and valve. Cold food will give baby wind and colic. The food should be made freshly for every meal—never leave any milk over for another feed.

POSITION OF CHILD Baby should be held in a comfortable position in the arms. The bottle should be held on a slope, so that the teat is always full. Maintain a steady pull on the bottle away from baby so that he is obliged to suck well; this will prevent him from becoming lazy over taking the food. Never lay down baby in cot or pram to have his bottle, as this will cause wind and colic. Baby should not be allowed to take longer than 10 minutes over the bottle. A slow feed will cause more wind than a quick one. If the teat is too slow, make the hole bigger by piercing from the inside to the outside.

THIRST Babies fed on the bottle are often thirsty, especially in hot weather. Give one to three tablespoonfuls (according to age) of plain warm water, previously boiled, at least once daily about one hour before a meal. No sugar should be added.

QUANTITY Although a definite schedule is given on the Cow & Gate tins, it should be pointed out that these quantities often require some modification. Babies vary considerably in the amount of food they require to enable them to steadily gain in weight. The small, underweight baby needs as much food as the normal baby, and, therefore, should be fed for age irrespective of weight by the 2nd to 3rd month. Overfed babies have either very hard infrequent stools or else constant diarrhoea. The extra and unnecessary food throws a strain on all the digestive organs, and so baby does not put on weight. With a reduction in the amount of the food and the retention of the fluid at the normal quantity, the baby's condition will soon improve and he will have normal motions and gain weight steadily. If baby has one or two normal motions daily and gains four to six ounces weekly (115 to 170 grammes), then it is evident that the amount of

HINTS—on feeding Baby

food given is correct for his requirements. When the hot weather comes baby may not need so much food as in the colder months.

FLUID The fluid should remain as specified in the schedule irrespective of any reduction in the amount of food. Baby needs the fluid for growth just as much as the food.

CONSTIPATION Constipation in bottle-fed babies is often due to an insufficiency of sugar, and can be overcome by adding a little "Brestol" or one teaspoonful of Daltose C.G. to each feed.

DIARRHOEA Any attack of diarrhoea due to infection or perhaps to a sudden large increase in the food, should be treated by a dose of castor-oil at night, then water only given for one or two meals (i.e., warm water in the same amount as for the usual feed, given in a bottle). This should be followed by half-feeds for one day, after which the feeds should still be less than those scheduled on the tin. To these reduced feeds it is an advantage to add one or two teaspoonfuls of "Daltose," thus making the meals sufficiently satisfying.

Baby is more likely to gain well on Cow & Gate if directions are followed for age and not exceeded except under medical advice.

Therefore do not overfeed

COMPLEMENTARY FEEDING with Cow & Gate can be employed successfully when the mother's milk is deficient in quantity. It will agree with baby and will not cause any digestive disturbance.

Ref. 1136. 230453

Royal Babies

Every mother knows that during the early formative years, correct feeding for her baby is the most important thing of all. The daily bottle must have its quota of carbohydrates, proteins, minerals, vitamins and fat. If natural feeding fails Cow & Gate Milk Food, made by the special Cow & Gate process, meets all requirements and ensures steady and sturdy growth.

Royal babies are bound to be given the best, and up to date fourteen have been fed on Cow & Gate. Give your baby the best food and the best possible start in life. Get a tin today!

4849

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